



**SWISS  
MILITARY™**  
APPARELS

**SUISSE A LA MODE PVT. LTD.**

UNDER LICENSE FROM

**PROMOSHIRT SM S.A.**  
SWITZERLAND

# THE LEGACY

- ▶ Launched in 1984 in Switzerland
- ▶ Presence across 26 countries with brand registrations in 40+ Worldwide.
- ▶ Leading Premium Lifestyle brand with over 600+ points of sales in Europe alone.
- ▶ Practical 'One Stop Shop' with over 1900+ Present SKU's spread across 16 product categories..and growing!
- ▶ Present Product categories include Travel Gear, Electronics, Watches, Apparels, Writing Instruments, Leather Items, Footwear, Eyewear, Gift Sets, Cosmetics Outdoor Equipment, Industrial equipments, Batteries, Household, Bicycles and Miscellaneous Accessories.

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**THE  
LEGACY**

- ▶ One of the fastest growing & most innovative brands with Highest Impulse Buy factors.
- ▶ Focus on the premium yet affordable buyer looking out for innovative products suiting limited budgets.
- ▶ Strives with Tagline of 'Inspired by Innovation' where minute detailing goes into styling & design of each product.
- ▶ Eye on making multi-utility products with high perceived value.

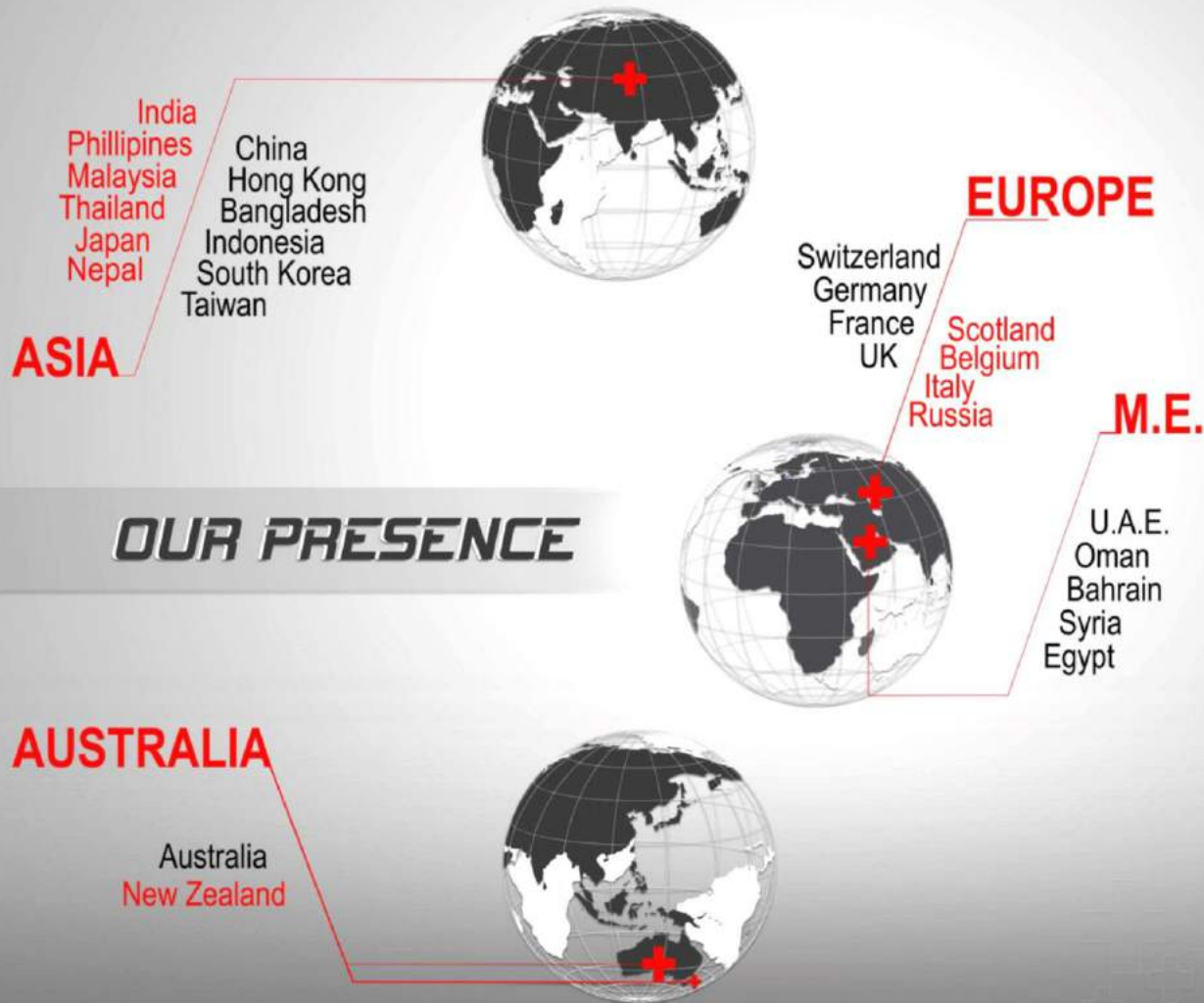
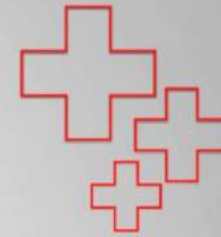
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# GLOBAL PRESENCE



## OUR PRESENCE

*the overwhelming response received universally has resulted in our unprecedented growth across the globe. It is the very reason why our product verticals are expanding rapidly to cater to the growing needs and requirements of our customer base*

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## **THE MISSION**

To create a global brand by carving a niche through our innovative product range for the mass market that aspires to own a world class swiss brand at an affordable price. We aim to research the need for unavailable products & subsequently design products to fulfill that very demand vacuum



## **THE VISION**

To be the most visible brand worldwide providing a one-stop shop for an affordable option of a world-class product that satisfies an unfulfilled need through our constant innovative & creative designs.

**THE BRAND**

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SWISS MILITARY





# PRODUCT PHILOSOPHY

PRODUCT PORTFOLIO AIMED AT DESIGNING A MULTI-UTILITY INNOVATIVE RANGE WITH A MUCH HIGHER PERCEIVED VALUE TO PRICE CHARGED RATIO..

- Thorough market research of a markets latent need and accordingly finalizes best possible design / material / technology to manufacture the product.
- Extensive quality checks governed by Swiss quality mandates to meet international standards.
- Every vendor factory is handpicked after a careful audit to ensure that our ideology is perfectly matched.
- Extensive training from our experts to the vendor organization ensures a perfect harmony with all vendors globally.
- Extensive research is undertaken on regional & geo-political advantages a certain region has over other options available while selecting regions for manufacturing facilities.
- Parts imported from various corners of the world depending on regional expertise and then assembled in specialist factories thus bringing the uniqueness of our product portfolio.
- Product Quality To Cost Ratios are kept at the minimal possible by synergizing global orders to vendor factories thus bringing about the Affordability of our Global range.



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# PRESENCE IN INDIA

- ▶ Market forerunners in Corporate Gifting catering to over 3500+ Corporates via 250+ Resellers in top 42 cities Pan-India.
- ▶ B2B Grid on Innovative Web based custom software for real time inquiry, ordering and replenishment system.
- ▶ Online – Amazon, Flipkart, Myntra, Jabong, Snapdeal etc.
- ▶ On the anvil of launching over 50 EBO's and 100 MBO's in Phase 1 launch 2018-2020 Pan-India in multiple store formats.
- ▶ Present Licensees Include –
  - Tata Croma for Electronic Grooming Kits / Shavers
  - Hero Cycles for Firefox Swiss Military Premium Bicycles
  - Flipkart for Footwear Division (Online Only)
  - Suisse A La Mode For Apparels Division

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# LAUNCHING APPARELS

*INSPIRED BY INNOVATION*



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- Swiss Military with their licensed partner Suisse A LA Mode Pvt Ltd. is entering into retail and market place in Apparels .
- Brand is launching with Men & Women segment .
- Product Mix will comprise of:
  - Denims
  - Polo's
  - Sweatshirts & Jackets
  - Bottomwear
  - Shirts
  - Pullover



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**A walk through our Retail Identity.....**

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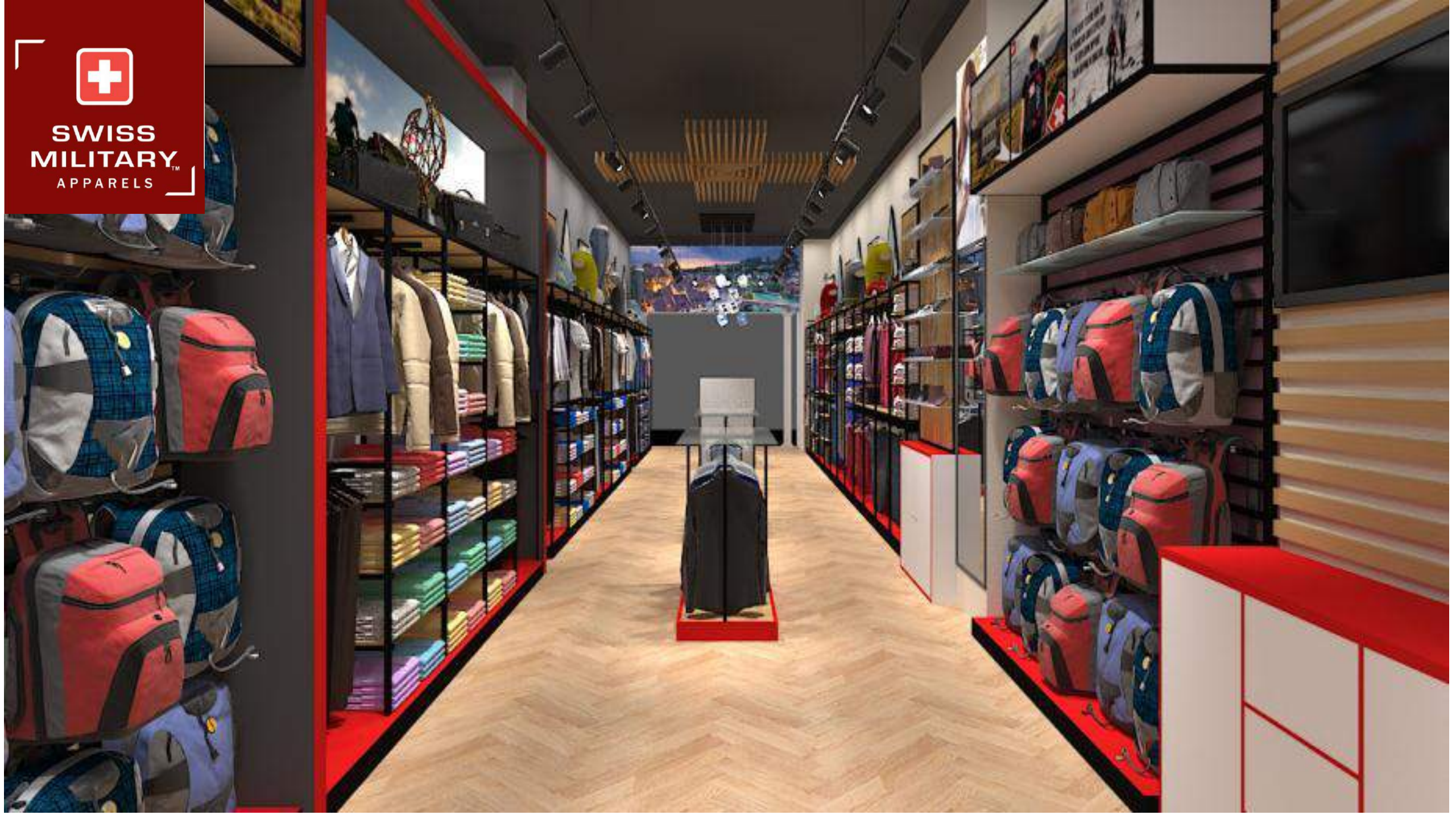
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**A Sneak Peak into our season's look...**

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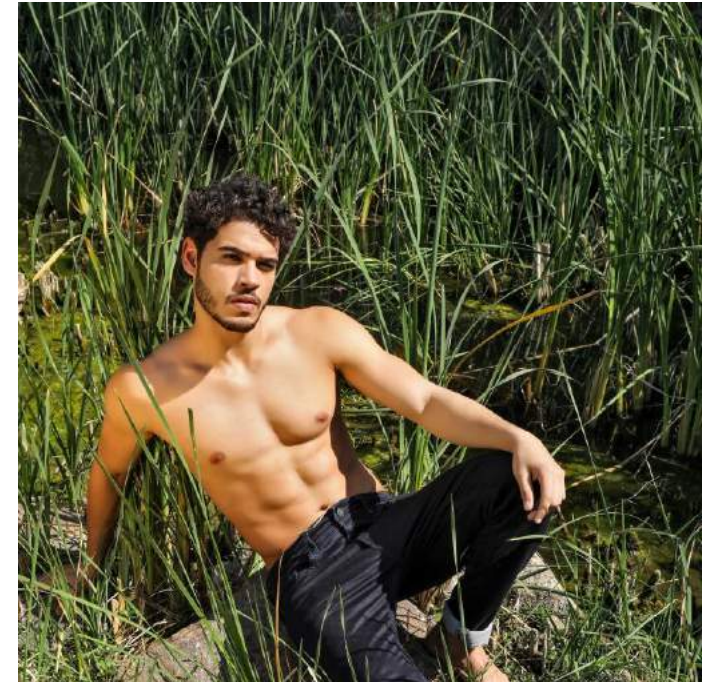




















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**THANK  
YOU**



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